# PRESENTATION GUIDELINES

These guidelines have been meticulously crafted to encapsulate our brand's essence, ensuring that every slide you create reflects our unique style and message. In this guide, we've detailed essential branding elements and have provided practical examples to help you customize this template for impactful and cohesive presentations that resonate with your audience.

**Comments and/or questions about these guidelines?**
> Contact us at: creativeservices@paloaltou.edu

**Need a custom slide? We can handle that, too.**
> Submit your request here.

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# PRESENTATION GUIDELINES

## Templates

**Brand Elements**

Examples & Usage

Slide Templates

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# PRESENTATION GUIDELINES

## Templates

- Brand Elements
- Examples & Usage
- Slide Templates

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# Brand Elements

## Colors

### Primary Palette

005A9C
0B3253
2488CD
32C5F4
237A8C

### Accent Colors

000000
808284
BD4097
FFD057

### Accent Colors/Continuing & Professional Studies

991E66
F59C20
C9D1D8

## Typeface

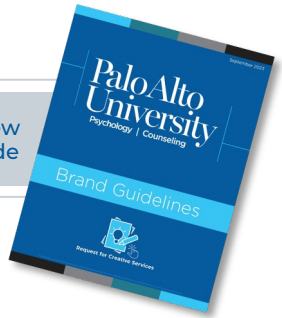
### Primary Fonts

Gotham
Montserrat
Arial

### Accent Font

Abril Fatface

Click to View Brand Guide




## PAU Logo

### Primary

Palo Alto University
Psychology | Counseling

### Secondary

Palo Alto University
Psychology | Counseling

Palo Alto University
Psychology | Counseling

Palo Alto University
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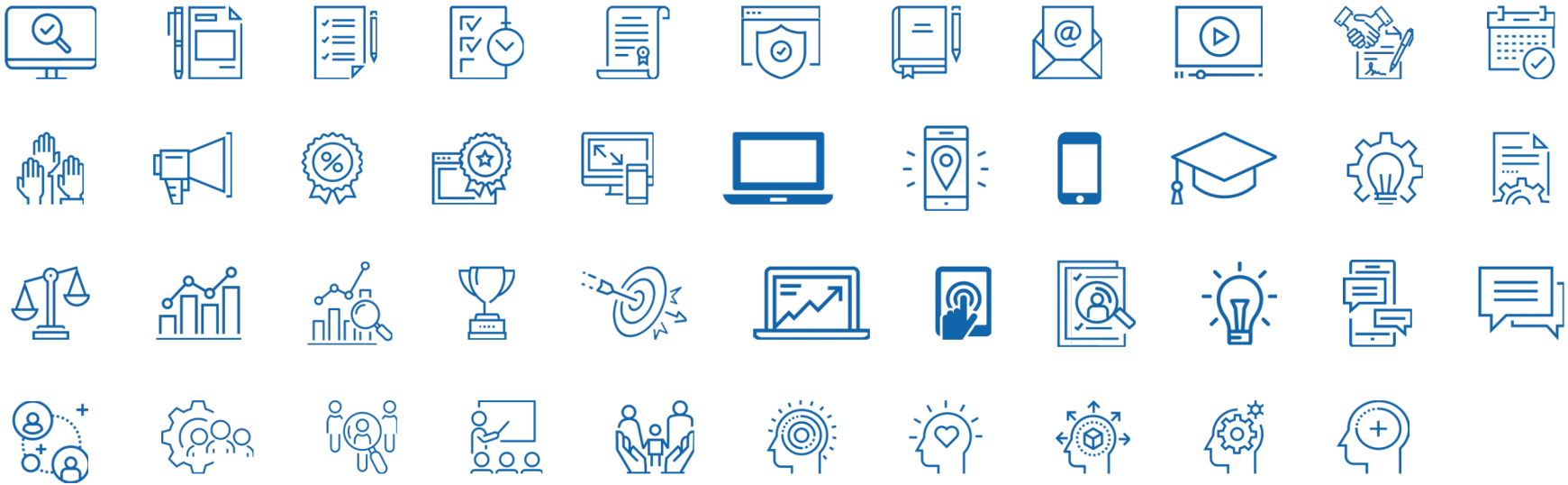
# Brand Elements

## Icon Library



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# Brand Elements

Photo Library

Files in the digital library are released for use in PAU communications only and may not be distributed or repurposed without permission. Any use for news media, commercial purposes, or paid advertising requires permission by request to Creative Services.

Additional guidelines for access, folder structure and file names are outlined here.

Download Contact Sheets

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## Templates

- Brand Elements
- Examples & Usage
- Slide Templates

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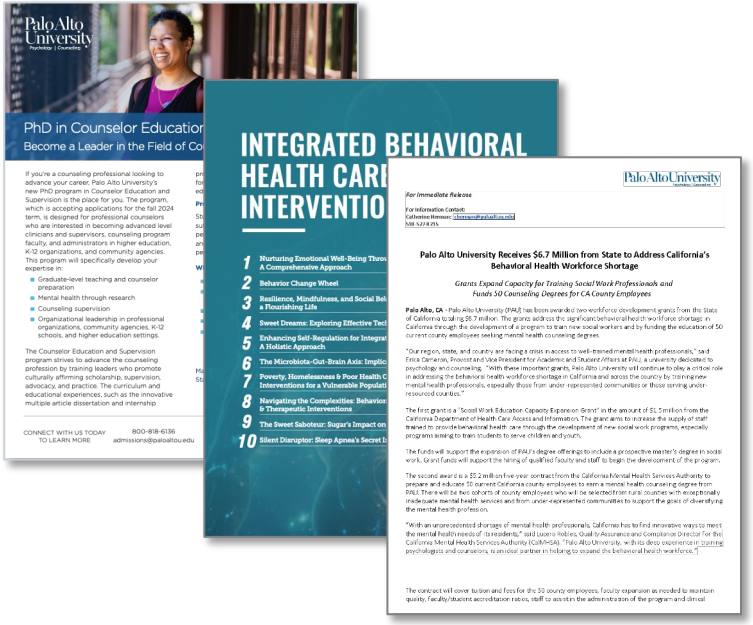
Examples & Usage:

# Marketing & Promotion




## Case Studies

Our case studies provide insight into our approach for custom training program development and planning. The key steps we use include:

***Step 1:** Evaluate Needs*

***Step 2:** Develop a Customized Program*

***Step 3:** Seamless Training Experience*

***Step 4:** Assess Performance*

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Examples & Usage:

# Marketing & Promotion

Marketing & Promotion

Customized Materials

Professional Partnerships

Technical Assistance & Customer Care

Revenue Sharing & Agreements

Tools & Resources

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Examples & Usage:

# Partnerships

LARGE MULTI-SITE ORGANIZAITONS | SINGLE-SITE FACILITIES | ACADEMIC INSTITUTIONS | PRIVATE PROVIDERS

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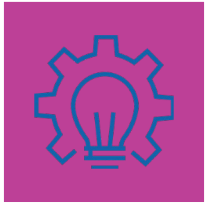
Examples & Usage:

# Title Slide



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Examples & Usage:

“Insert a quote that lends itself to the purpose of your ad campaign.”

***Source of Quote***

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Examples & Usage:

# 47%

Insert a bold statistic that will wow your audience and show them why this campaign will work.

*Source*

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Examples & Usage:

# Content Streams

## Talking Mental Health Careers

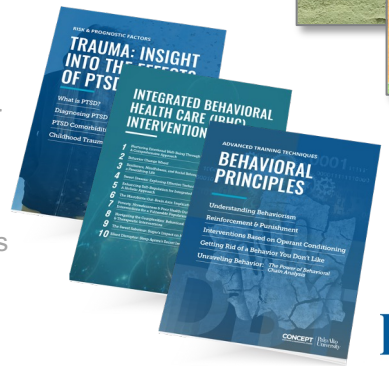
This podcast series explores careers in the mental health field, with a focus on new and emerging areas of practice.

Each episode will detail education, training, research, sociocultural considerations, and lived experiences of professionals who practice in various specialty areas of mental health.

## Business of Practice

In the blog series, we tap into our network to share practical tips on navigating a career in this field.

We share business best practices not typically taught during grad school, so you can launch and manage your practice.




## The Thoughtful Counselor

Expert-based exploration podcast episodes with learnings peppered organically throughout the topical exploration. We explore diverse topics to enrich practice from many angles as dialogues between experts and practitioners.

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# PRESENTATION GUIDELINES

## Templates

Brand Elements

Examples & Usage

- Slide Templates

# Headline

*Main Slide*

PaloAltoUniversity

# Table of Contents


1. Title Here
2. Title Here
3. Title Here


PaloAltoUniversity

# Headline

*Main Slide*

Palo Alto University
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# Headline

## *Main Slide*

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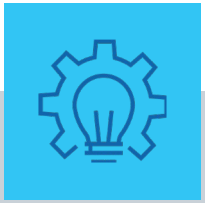

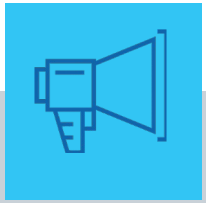

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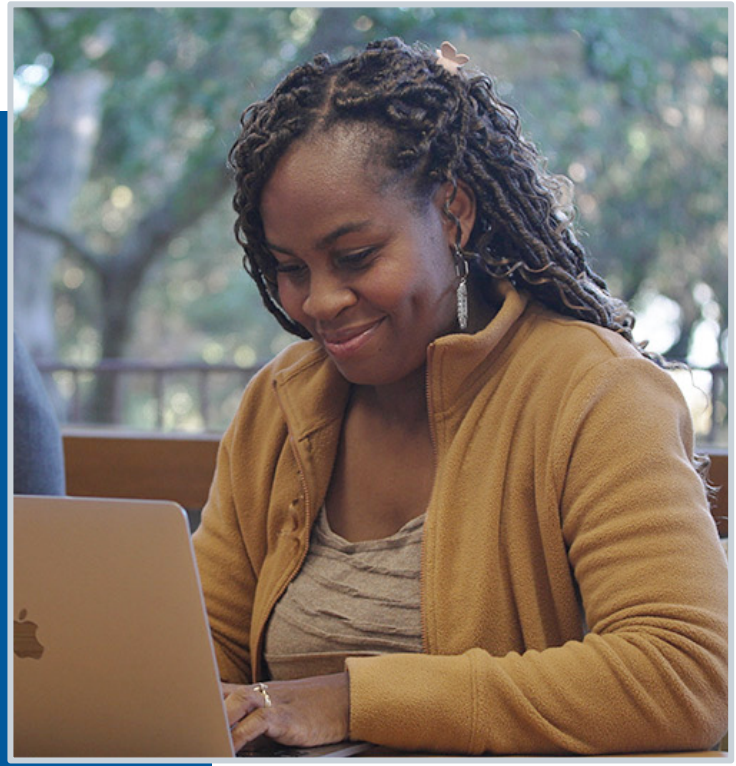

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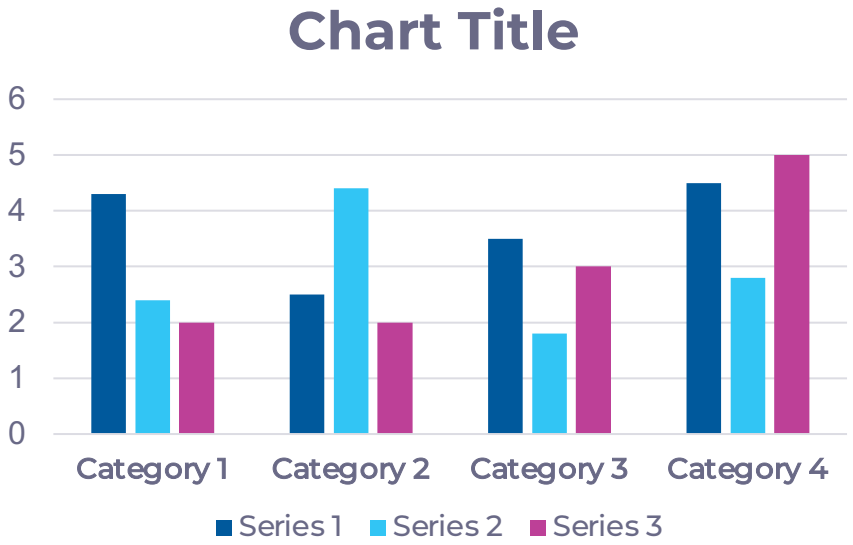


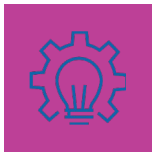

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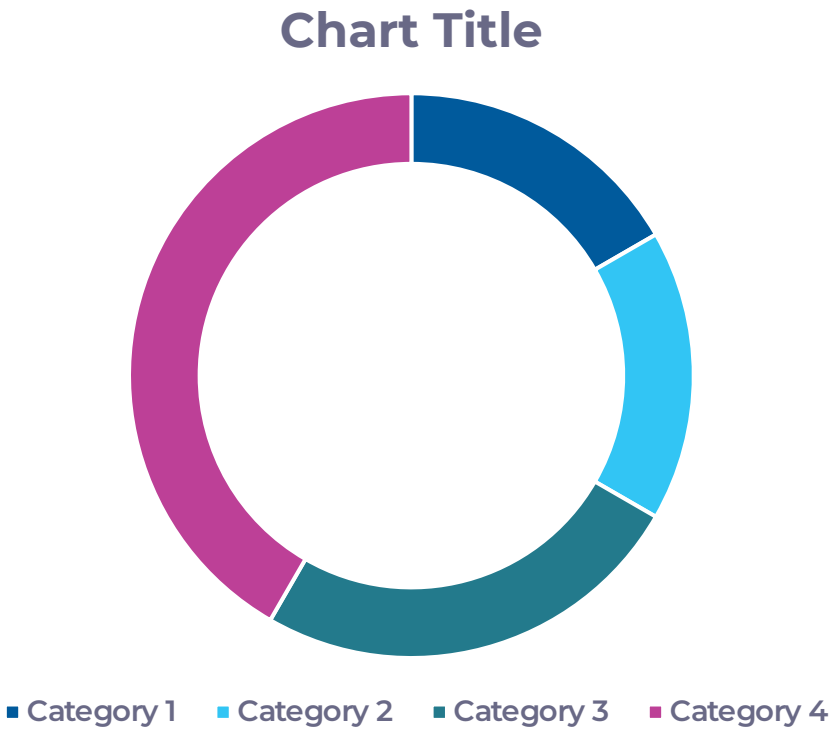


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# Title Slide

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# Title Slide

- Click to add subtitle

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# Title Slide

- Optional text goes here

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# Comparison Slide

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